

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

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February 26, 1949

Corn Borer Control Meeting Attended by Over 100 Persons

The conference to assemble information on corn borer control practices, which was announced in the INFORMATION LETTER of February 5, was held at the Palmer House, Chicago, February 22 and 23. It was under the supervision of the Association's Raw Products Bureau and Research Laboratories.

The interest in this topic was indicated by the attendance of over 100 persons, of whom 61 were representatives of canners in Illinois, Indiana, Iowa, Maryland, Minnesota, New York, Ohio, and Wisconsin. Experiment Station and Department of Agriculture workers numbered 25, coming from 11 corn-canning states, including those as distant as Maine and Colorado. Among the remainder were representatives of insecticide manufacturers, suppliers, and others.

Discussion was directed along four main lines: The role of factory practice in control; canners' experience with field control measures; results of agricultural research; and engineering aspects of insecticide application. Following the general discussion, a re-

(Please turn to page 128)

N.C.A. Claims Service Explained to Canadians

Forrest F. Heaton, Director of the Association's Claims Division, explained to the recently-formed Canadian Food Processors Association this week the origin, development and functions of the N.C.A. Claims Service.

Mr. Heaton addressed the Canadian processors at their annual convention in Vancouver, B. C., February 21. The Canadian group is investigating the advisability of instituting a similar service. In explaining the public relations value of the Claims Service, Mr. Heaton said:

"The primary purpose of the Claims Service of the National Canners Association is to protect the integrity and reputation of canned foods. Insofar as the Service fulfills that aim and achieves that intent, it lives up to the fundamental and basic concept

(Please turn to page 128)

USDA Would Administer U. S. Food Standards Laws Under Reorganization Proposed by Hoover Commission

On Other Pages

The 1948 tomato pack totaled 21,466,688 actual cases, about 11 percent below the 1947 pack. Story on page 125.

New York City is requesting canners who sell to New York City buyers to file tax returns under the Gross Receipts Tax Act. Story on page 127.

An industry meeting of asparagus canners will be held in Chicago March 25-26 to discuss proposals for asparagus standards. Story on page 128.

Farm production expenses increased in 1948 over 1947, but net farm income decreased, BAE reports. Story on page 127.

FDA Issues Warning on Use of Lithium Chloride

In a press release dated February 18, 1949, the Food and Drug Administration issued a warning concerning the use of certain salt substitutes now on the market which are poisonous because they contain lithium chloride. Three deaths and several injuries attributed to this substance have been reported, according to the press release, which stated also that lithium chloride has been used in some salt-free bread by bakeries. Three firms were known to have been producers of proprietary preparations containing lithium chloride, and all three firms are recalling their products from the market, it was reported.

These facts are noted in the INFORMATION LETTER because there has been a suggestion that one canner of dietary products was considering the use of a salt substitute. So far as is known, no canners are using salt substitutes, but in the event that any such use is contemplated the Association advises that there should first be consultation with an authoritative agency such as the Food and Drug Administration.

Task Force Proposes Department Organization Be Simplified On Functional Lines

A reorganization of the U. S. Department of Agriculture in line with recommendations of the Commission on Organization of the Executive Branch of the Government (the Hoover Commission) would result in the following changes in the Federal structure of concern to the canning industry:

1. Transfer of the food regulation functions of the Food and Drug Administration from the Federal Security Agency to a new Bureau of Food and Drugs, in USDA, which also would administer the advertising and labeling requirements for food products now under the Federal Trade Commission. (The drug regulation functions of FDA would be transferred to the U. S. Public Health Service.)

2. "Inspection costs on farm products, when imposed for the benefit and protection of the general public, should be paid by the Federal government," and "inspection and grading services primarily for the benefit or protection of producers or processors should be paid for by the producers or processors."

3. "Adjustment programs with respect to commodities and commodity groups should be operated on a stand-by, rather than a continuous, basis."

(Please turn to page 126)

"Research Notes" Issued

The February 15 issue in the series of mimeographed publications being prepared by the Association's Raw Products Bureau now is ready for distribution. This issue contains information on standardization of soil analyses, soil chemistry, fertilizer placement, minor elements, factors affecting availability of nutrients added to the soil, and synthetic manure for mushrooms. Copies will be sent to members upon request directed to the Bureau.

PUBLICITY

N.C.A. Public Relations

The February 18 issue of *McCall's* "Washington Newsletter," which is distributed as a promotion piece to about 5,000 advertisers and other businessmen, states:

"The canning industry is perking up its public relations considerably: has a new movie on labeling and is going to town on its 'canned foods are the most economical' drive. Using BLS figures, canned fruits and vegetable prices have advanced much less than any other food prices in the cost-of-living index. Backed by nutrition studies showing food values of canned foods, such statistics are making headway among the housewives."

Canned Foods Price Publicity

The N.C.A.'s press release of January 28 pointing to the favorable retail price position of canned fruits and vegetables was re-issued under the name of the Canners League of Florida, and this material appeared in six Florida newspapers having a combined circulation of 208,395.

The price material was incorporated into a homemaker's column, "Kitchen Corner," by Barbara Clendinen, food editor of the *Tampa Tribune* (98,870), and appeared in news columns of the *Clearwater Sun* (6,342), *DeLand Sun News* (3,645), *Jacksonville Journal* (59,526), *Lakeland Ledger* (11,109), and *Orlando Sentinel* (26,902).

N.C.A. price publicity based solely on the special monthly price releases, and not counting price publicity achieved through reports of addresses at State meetings, is known to have appeared in 209 newspapers and magazines having a total circulation of 9,899,375.

Two price clippings from the *Enterprise* (3,160) of Oconomowoc, Wisc., were sent in by Joe Weix of the Oconomowoc Canning Co. Leo F. Naughton of Haxton Foods, Inc., Oakfield, N. Y., sent in a clipping from the *Buffalo (N.Y.) Courier Express* (140,500) in which Alice Partridge, food editor, had cited Bureau of Labor Statistics figures.

Other clippings of price publicity received this week were from the *Lawrence (Mich.) Times* (500), *Lyons (N. Y.) Republican* (3,602), *Walla Walla (Wash.) Union Bulletin* (15,580), and the *New England Grocery and Market Magazine* (5,163), published in Boston.

Canned Cherries Highlighted In The Southern Planter

The "Southern Homemaker's Section" in the February issue of *The Southern Planter*, circulation 305,065, Mavis M. Gibbs, editor, features a variety of desserts using canned red sour pitted cherries.

Entitled "Desserts That Delight," the food feature gives five appetizing desserts using canned cherries. It is amply illustrated with photographs of three of the desserts.

Nutrition Publicity

Publicity resulting from the press conference and exhibit on the nutritive values of canned foods held in Chicago in mid-November is known to have appeared in 434 newspapers and magazines having a total circulation of 26,307,619.

Listed below are the papers and circulation figures on clippings received by the Association this week, with the totals previously reported:

Boston Post (Feb. 9).....	412,347
Coleman (Tex.) Democrat-Voice (Jan. 18).....	2,440
Durant (Okla.) Democrat (Jan. 18).....	6,187
Gillett (Wisc.) Times (Feb. 3).....	800
Longview (Tex.) News (Jan. 27).....	9,019
Longview (Tex.) Journal (Jan. 28).....	6,521
Oconto Falls (Wisc.) Herald (Feb. 3).....	950
Okmulgee (Okla.) Times (Jan. 21).....	7,946
Perry (Okla.) Journal (Jan. 15).....	2,709
Riverhead (N. Y.) News (Feb. 11).....	1,797
Riverside (Calif.) Press (Jan. 29).....	11,981
Riverside (Calif.) Enterprise (Jan. 30).....	6,456
Santa Rosa (Calif.) Herald (Jan. 21).....	3,330
Circulation already reported.....	471,103
Total known circulation.....	26,307,619

NARGUS Recipe Book Series

A new recipe leaflet project has been instituted by the National Association of Retail Grocers. Ready for release are six recipe leaflets planned to have general appeal for the public. Prepared for distribution through retail grocery stores, the leaflets have been given titles designed to arouse the interest of food shoppers, and are attractively illustrated with sketches and food photographs.

The booklets are seasonal. "Recipes for Lent and Easter" is intended for distribution in March and April. "Summer Recipes That Keep You Cool" features summer recipes and is timely for use in July and August. "A Harvest of Good Recipes" is especially timely for September and October. "Recipes for Holiday Hospitality" is for distribution just before the

Thanksgiving and Christmas season. The other two booklets—"What Every Man Should Know About Cooking" and "Easy Recipes for New Cooks"—fit into any season.

NARGUS is offering 100 copies of each, or a total of 600, for \$72, including packing and mailing costs. Orders for more copies will be accepted in lots of 100 copies.

Only thoroughly-tested recipes have been used in the series. On the back page various organizations who cooperated by furnishing material for the leaflets have been credited. The Home Economics Division of the National Canners Association was one of the contributors.

MEETINGS

Canners Will Participate In NFBA Convention Event

Four nationally-known sales managers representing the manufacturing and processing function of the food industry are to take part in the "Candid Conference," a forum discussion of broker selling which will be a highlight of the National Food Brokers Association's convention in Chicago the week of March 20. The four are:

Edward J. Laucks, director of sales development, Pennsylvania Canners Association; Harry MacConaughy, vice president, Hawaiian Pineapple Co., Ltd.; Ward H. Patten, vice president, director of sales and advertising, Minnesota Valley Canning Co.; and H. E. Woodford, vice president, Perkins Products Co.

Four brokers also will participate in the "Candid Conference." They are S. N. Bearman, S. N. Bearman Brokerage Co.; Leo D. Gatlin, Mailiard & Schmiedell; E. Norton Reuswig, Lestrade Bros.; and Hill White, Sr., Hill White Co.

Conference on Packaging

A discussion of packaging, packing and shipping in connection with more efficient plant layout, production and sales and similar problems will be held at the national conference on Packaging, Packing and Shipping which will be held concurrently with the first three days of the American Management Association's 18th National Packaging Exposition in Atlantic City, N. J., May 10-13.

Forthcoming Meetings

- March 4-5—Utah Cannery Association, 37th Annual Convention, Hotel Utah, Salt Lake City
- March 6-10—National Association of Frozen Food Packers, Annual Meeting, Stevens Hotel, Chicago, Ill.
- March 9-11—Canners League of California, Annual Convention, Casa del Rey Hotel, Santa Cruz, Calif.
- March 14-26—Second Vegetable and Fruit Processors' School sponsored by the Department of Horticulture, The Ohio State University, Columbus, Ohio
- March 15-16—National Cannery Association, 13th Annual Canned Salmon Cutting and Production Conference, Olympic Hotel, Seattle, Wash.
- March 16—Tri-State Packers Association, Annual Spring Meeting, Lord Baltimore Hotel, Baltimore, Md.
- March 17-18—Canners' School sponsored by the University of Maryland, University of Delaware and Rutgers University, Lord Baltimore Hotel, Baltimore, Md.
- March 20—National Food Brokers Association, 44th Annual Convention, Chicago, Ill.
- March 21-22—Virginia Cannery Association, Annual Meeting, Hotel Roanoke, Roanoke
- March 22—Second Sanitation Conference for Ohio Cannery sponsored by the Department of Horticulture, The Ohio State University, Columbus, Ohio
- April 12—Monterey Fish Processors Association, Annual Meeting, Monterey, Calif.
- April 28—Indiana Cannery Association, Spring Meeting, Claypool Hotel, Indianapolis
- May 30-31—U. S. Wholesale Grocers Association, Annual Convention, Municipal Auditorium, St. Louis, Mo.
- June 5-7—Michigan Cannery Association, Spring Meeting, Park Place Hotel, Traverse City, Mich.
- July 10-15—Institute of Food Technologists, 1949 Annual Meeting, San Francisco, Calif.
- October 12-15—National Association of Food Chains, Annual Meeting, Washington, D. C.
- November 21-22—Pennsylvania Cannery Association, 35th Annual Convention, Penn-Harris Hotel, Harrisburg

STATISTICS

Canned Foods Consumption

Minneapolis-St. Paul families were found in a recent survey to have consumed nearly a third more citrus fruits and a half more canned fruits and vegetables than households in Birmingham, Ala. Food consumption surveys in both areas were conducted by the Bureau of Human Nutrition and Home Economics of the U. S. Department of Agriculture.

1948 Tomato Pulp Pack

The 1948 pack of tomato pulp totaled 2,876,842 actual cases, which is 36 percent less than the 4,501,094 actual cases packed in 1947, the Association's Division of Statistics reports. This was the smallest pack since 1941. These figures do not include pulp and puree for remanufacture in the same

plant, but cover only the pack of pulp and puree for sale. Converted to standard cases of 6/10's, the 1948 pack totaled 2,789,605 cases compared with 4,414,326 standard cases packed in 1947.

1948 Tomato Pulp Pack

	(actual cases)
New York.....	118,545
Maryland and Delaware.....	125,112
New Jersey and Pennsylvania.....	271,638
Ohio.....	106,968
Indiana.....	739,708
Michigan.....	93,071
Utah and Idaho.....	88,768
California.....	909,064
Other States.....	303,608
Total.....	2,876,842

1948 Chili Sauce Pack

The 1948 chili sauce pack totaled 2,315,655 actual cases, 36 percent below the 3,621,180 actual cases packed in 1947, according to the Association's Division of Statistics.

Chili Sauce Pack

	Units per case	1947 Pack	1948 Pack
		(actual cases)	
12 oz. Glass.....	12	3,393,558	2,212,994
No. 10 Tin.....	6	226,762	98,622
Misc. Tin & Glass.....	..	860	4,039
Total.....		3,621,180	2,315,655

1948 Canned Tomato Pack by States and Can Sizes

The 1948 tomato pack amounted to 21,466,688 actual cases, about 11 percent below the 1947 pack of 23,986,993 actual cases, according to the Association's Division of Statistics. On the basis of standard cases of

January Canned Meat Pack

The pack of canned meat processed in "official establishments" during January, 1949, as reported by the Department of Agriculture, is shown below:

Canned Meat and Meat Products Packed by Official Establishments, January, 1949*

Items	3 lbs. and over 3 lbs.	Under 3 lbs.	Total
(in thousand pounds)			
Luncheon meat.....	21,548	10,832	32,400
Canned ham.....	13,441	444	13,885
Corned beef.....	661	6,576	7,237
Chile con carne.....	725	8,401	9,126
Vienna sausage.....	68	4,724	4,792
Other potted and deviled meat products.....		2,371	2,371
Deviled ham.....		718	718
Tamales.....	76	2,158	2,234
Sliced dried beef.....	20	612	632
Liver products.....		664	664
Meat stew.....	759	3,400	4,159
Spaghetti meat products.....	146	3,370	3,516
Tongues (except pickled).....	190	854	1,044
Vinegar pickled products.....	1,342	1,681	3,023
All other products 20% or more meat.....	1,377	9,737	11,114
All other products less than 20% meat (except soup).....	23	8,472	8,495
Total all products.....	40,377	65,033	105,410

* Some establishments failed to report canning operations for January, and the late reports will be included in the February figures. Note: Columns do not add to totals shown in all cases since rounded figures are used.

Tomato Pack for 1948

States	24/2	48/1P	24/303	24/21½	6/10	Mis. Tin & Glass	Total
(in actual cases)							
New York.....	513,605	95,658	147,606	5,734	762,623
Maryland.....	3,475,904	348,054	433,395	621,485	35,381	4,914,219
Delaware.....	90,170	49,026	72,678	220,874
New Jersey.....	43,106	4,000	15,858	71,896	134,860
Pennsylvania.....	516,506	497	39,762	136,204	692,969
Va., W. Va.....	1,118,183	40,000	52,835	13,936	1,224,954
Ohio.....	1,009,327	5,486	40,000	186,087	313,244	1,554,144
Indiana.....	2,027,831	66,799	364,785	553,752	3,013,167
Tenn. & Ky.....	259,782	9,900	10,600	33,410	322,692
Ark., Mo.....	874,059	22,660	13,049	45,164	954,932
Colorado.....	76,940	152,066	49,467	27,686	17,694	323,853
Utah.....	335,540	170,457	125,322	631,325
California.....	856,621	2,055,706	1,355,020	445,615	4,712,962
Other States.....	1,380,845	375,736	8,785	51,613	185,135	1,000	2,003,114
Total U. S.....	12,587,425	869,132	204,851	3,597,298	3,702,538	505,444	21,466,688

* Includes 111,777 cases of 48/1T in California.

Hoover Commission Report

(Concluded from page 123)

Two members of the Hoover Commission dissented from the recommendation for the creation of the Bureau of Food and Drugs. Although they were concerned primarily with the proposed transfer of drug regulation authority to the Public Health Service, they pointed out in their dissent that the transfer "presumably would involve disintegrating an efficient organization on a basis which is not feasible and would involve duplicating field personnel and laboratory equipment."

The Hoover Commission recommendation for a new Bureau of Food and Drugs represented a compromise of the views of a task force report on Agricultural Activities, which studied the Agriculture Department, and other task force reports on Medical Services and Public Welfare. Mr. Hoover noted, in his letter of transmittal to the Congress, that the Commission had not accepted all of the recommendations of its task forces.

The task force on Agricultural Activities had recommended that the Bureau of Food and Drugs in USDA administer all of the Federal statutes regulating not only food but also drugs, economic poisons, caustic poisons, and so on.

The task force on Agricultural Activity also had recommended transfer of all activities of the Fish and Wildlife Service from the Department of Interior to the Department of Agriculture. The task force acknowledged that this proposal conflicts with the report of the Natural Resources Committee, studying the Interior Department, which is yet to be released. The Hoover Commission did not mention this recommendation in its report.

In general, the Hoover Commission recommended "an extension of the functional organization of the Department and a better grouping of activities related to the some major purpose."

The present positions of Secretary, Under Secretary and Assistant Secretary would be retained, and an additional Assistant Secretary and an Administrative Assistant Secretary would be added. The Department would be organized under seven "Services"—Research, Extension, Agricultural Resources Conservation, Commodity Adjustment, Regulatory, Agricultural Credit, and Rural Electrification. Of these Services, the Hoover Commission said:

"Research Service—It is proposed that the basic scientific, economic, and social research activities be brought into a Research Service, and divided into appropriate bureaus, i.e., Crops, Forest and Range, Animals, Structures and Machines, Soil and Water, Human Nutrition and Home Economics, Marketing and Utilization, and Agricultural Economics. It is understood that management and operational research should be conducted by the respective services.

"Extension Service—This would be a newly constituted Extension Service and not the present Cooperative Extension Service, although it would include the present activities of the latter. It is proposed that the major Federal educational, demonstrational, and informational activities of the Department be brought into this Service. The Service would cooperate directly with other services of the Department in promoting those phases of their work requiring demonstrational and informational activities.

"Agricultural Resources Conservation Service—It is proposed that all major soil, range and forest conservation agencies be brought into an Agricultural Resources Conservation Service.

"Commodity Adjustment Service—It is proposed that all major agencies having to do with formulation of plans and control of production, together with activities for price support and allocation of quotas be brought into a Commodity Adjustment Service.

"Regulatory Service—It is proposed that all regulatory agencies in the Department be brought into a central Regulatory Service.

"Agricultural Credit Service—Under this division, the Farm Credit Administration as reorganized would be administered, including the functions of the present Farmers Home Administration.

"Rural Electrification—This would be the present Rural Electrification Administration."

At the State and county level, the Hoover Commission recommended the establishment of one State council in each State, and one County Council in each agricultural county, as aids to orderly operations in the field. The councils should be advisory—and should not administer—agricultural programs, the Commission said.

The Commission also recommended that "Section 32 funds" be paid into the Treasury and that direct annual appropriations be made by Congress for any specified purposes.

The task force report commented on price supports as follows:

"The approach to price supports on agricultural commodities embodied in

the Agricultural Act of 1948, wherein the mandatory support at the arbitrary, uniform level of 90 percent of parity is changed to a formula for support levels that are related to the supply position of the respective commodities, represents a step in the right direction. . . . The methods for supporting the price of perishable commodities, such as potatoes, put a double burden on the consumer. . . . Under a plan which would permit a free market, greater quantities would be consumed as food, during periods of high production, thus reducing the quantities to be destroyed or diverted to other uses. While the cost of price support might be greater under this plan, the net cost to the national economy would be less. The committee, therefore, recommends that consideration be given to a plan which would permit a free market, for perishable products, with the difference in price made up to the producer in a supplemental payment." Such a plan, the task force said, would require that a wider latitude be given the Secretary of Agriculture.

In summarizing its analysis of the present organization of the Department of Agriculture, the task force concluded that "it is possible to reduce the expenditures and to otherwise curtail the present authority of the Department to create debt and to withdraw cash from the Treasury by \$2,709,792,000. Of this total, \$44,320,000 might be made in annual savings in operation and the remaining \$2,665,472,000 in recissions, creation of a \$3,000,000,000 revolving fund in place of Commodity Credit Corporation's \$4,750,000,000 borrowing authority, and the liquidation of capital stock, surplus, and revolving funds of the Commodity Credit Corporation (\$100,000,000), Regional Agricultural Credit Corporation (\$44,500,000), Federal Farm Mortgage Corporation (\$321,972,000), and Federal Land Banks (\$314,000,000).

DEATH

Neal S. Sells Dies

As the INFORMATION LETTER went to press, death of Neal S. Sells, 56, vice president of Food Machinery Corporation and a past president of the Canning Machinery & Supplies Association, was reported. Death was caused by a broken blood vessel. Mr. Sells had been confined with a cold since about a week after adjournment of the N. C. A. Convention in Atlantic City. Next week's LETTER will present an account of his long service to the industry.

TAXES

Canners Receiving Tax Forms From New York City Collector

The Association has received reports that the City of New York is requesting canners who sell to New York City buyers to file tax returns under the Gross Receipts Tax Act back to 1939. (See INFORMATION LETTER of January 8, page 2.) It is understood that the New York City tax authorities have directed canners to whom they have sent tax returns to file the returns within 30 days. The New York City Gross Receipts Tax Act provides for a penalty of five percent of the tax plus interest at one percent of the tax a month for failure to file a tax return.

Representatives of the Association have been conferring with broker representatives as to possible methods of obtaining an exemption from this tax for canned food sold f.o.b. cannery through New York City brokers, but no definite results have been obtained as yet. In these circumstances canners may consider the desirability of refraining from filing these tax returns for several weeks until the outcome of the effort to exempt sales of canned food is known.

The City Tax Act does not apply, however, to sellers whose gross receipts from New York City sales are not over \$10,000 a year.

RAW PRODUCTS

Radioactive Materials Tested

Experiments with certain low level radioactive materials conducted during the 1948 crop year in 14 States and with 18 crops so far have not shown any beneficial effect upon either crop growth or quality.

The experiments were the first to be made under a special two-year study to be carried on by the Department of Agriculture and cooperating agricultural experiment stations. The studies were undertaken in March of last year at the request of the Atomic Energy Commission in order to determine the effects of radio-activity upon plant growth.

The scientists carrying on these tests caution against confusing this study with the use of radioactive isotopes as tracers in the study of soils, fertilizers, and plant nutrition.

Farm Income in 1948

Farm operators in the United States realized net incomes tentatively estimated by the Bureau of Agricultural Economics, U. S. Department of Agriculture, at 17.4 billion dollars in 1948. The decline from 17.8 billion dollars net income in 1947 amounted to more than 2 percent, and was the first drop in 10 years, BAE reported. BAE's estimates of farm income and expenses are shown in the following table:

Farm Income and Farm Production Expenses
United States Average 1935-39,
Annual 1947 and 1948¹

Item	1935-39 average Million dollars	1947 Million dollars	1948 ¹ Million dollars
Cash receipts from farm marketings.....	7,982	30,186	31,019
Government payments to farmers.....	503	314	293
Home consumption of farm products.....	1,327	3,103	3,123
Rental value of farm dwellings.....	622	1,100	1,162
Gross farm income.....	10,434	34,705	35,597
Farm Production Expenses.....	5,651	16,874	18,169
Farm operators realized net income.....	4,783	17,831	17,428
Net change in farm inventories ²	+6	-1,235	+94
Farm wages to laborers on farms.....	661	1,952	2,113
Net income of persons on farms from farming.....	5,450	18,548	19,635
Income of farm population from non-farm sources.....	2,090	4,000	5,300
Income of farm population from all sources.....	7,540	23,448	24,935
Income of non-farm population ³	58,779	167,351	185,125
Total national income ³	66,319	190,799	210,060

¹ Government payments are included; data for 1948 are preliminary.

² The net change in farm inventories shown in this table for 1948 differs from the net change, 1948-49, in valuation of crops and livestock shown in the "Balance Sheet of Agriculture," as follows: (1) The net change in inventory (this table) includes crops held for sale on farms; the "balance sheet" table includes all crops stored on or off farms, including crops stored in bonded warehouses as security for Commodity Credit Corporation loans. (2) The net change in farm inventories is the physical volume of crops and livestock for sale, on hand at the end of the year minus the physical volume at the beginning of the year, with the change in physical volume valued at year-end prices; the "balance sheet" change in valuation is the value of all crops and livestock at the end of the year minus the value of all crops and livestock at the beginning of the year.

³ This is the series on national income used in the determination of income parity for agriculture. It is based on Department of Commerce estimates of non-agricultural income, after appropriate adjustments to improve their comparability with farm income.

CONVENTION

1949 Convention Attendance Records Compiled by C.M.&S.A.

A 75-page "Canners' Convention Attendance Record" has been compiled by the Canning Machinery & Supplies Association and was distributed to the membership of that association within 30 days of adjournment date. The publication reveals that canner attendance at the 1949 Canners Convention came to about 1,000 companies, and makes a further breakdown indicating attendance of frozen food packers, preservers, pickle packers and other food manufacturers, with home addresses of the firms and names and titles of personnel.

The information was derived from the official registrations taken at Convention Hall during the Atlantic City Convention and Exhibit last January. The publication represents the first time C.M.&S.A. has prepared such a complete breakdown to enable its member firms to carry on follow-up work on contacts made during the Convention.

It is felt that this attendance record will serve a most useful purpose in future Convention planning and arrangements, and will be consulted frequently by N.C.A. officers, staff and Convention Committee members. Also it will be helpful as a reference work in the preparation of future Convention Directories.

NEW ASSOCIATION MEMBERS

The following firms have been admitted into membership in the Association since January 8, 1949:

Alaskan Fisheries, Inc., Valdez, Alaska
B. W. B. Foods, Inc., Mexico, N. Y.
Basic Vegetable Products, Inc., P. O. Box 599, Vacaville, Calif.
Crystal City Canneries, Crystal City, Texas
Guttenberg Canning Co., Guttenberg, Iowa
Lake County Cannery, Inc., Upper Lake, Calif.
Lewy's Cove Canning Co., Perry, Maine
M. W. Miller & Co., 224 Jefferson St., Sturgeon Bay, Wis.
Puccinelli Packing Co., P. O. Box 430, Turlock, Calif.
Wood Canning Company, P. O. Box 1019, Stockton, Calif.

STANDARDS

Meeting of Asparagus Cannery

An industry meeting of cannery of asparagus has been arranged for March 25 and 26 at the Hotel Bismarck in Chicago to consider standards of identity, quality, and fill of container under the Food, Drug and Cosmetic Act. A public hearing probably will be called sometime in the fall or winter of this year and final plans must be made to obtain all of the information that is necessary. A thorough discussion of all phases of this subject is desired and all of the canning areas should be represented. The meeting will start at 10 a. m. Friday.

PMA Carrot Standards

Proposed U. S. standards for grades of canned carrots, to be issued by the Production and Marketing Administration, USDA, are published in the *Federal Register* of February 22.

PMA Standards for Jams

United States standards for grades of fruit preserves (jams), promulgated by the Production and Marketing Administration, USDA, were published in the *Federal Register* of February 11.

N.C.A. Claims Service

(Concluded from page 123)

that led to the establishment and has guided the conduct of all activities of the national association of cannery in America—to increase the consumption of canned foods.

"The Claims Service thus performs a public relations function. Facing up to complaints or claims by consumers that canned foods have allegedly caused them illness or injury, the Service builds public confidence in canned foods and the canning industry in at least three important ways:

"(1) When the investigation discloses that it was not canned foods after all that caused the illness or injury, another favorable record is made for our products, and another unjust and damaging suspicion is allayed.

"(2) When the investigation discloses that the claim against canned foods was actually fraudulent, this disclosure itself tends to discourage and reduce the number of vicious, ambulance-chasing, shyster efforts made to discredit our products and our industry.

"(3) When settlement is made of an honest, meritorious claim, and compensation is paid, the integrity of our industry and its operators is established and their reputation for fair dealing is enhanced.

"In this address an attempt will be made to demonstrate how through the history, the policy and operation of the N.C.A. Claims Division the canning industry of America is rendering a public service."

Mr. Heaton explained the policy and operation of the Claims Service and how investigations are carried on and law suits defended. He also explained the Trust Indenture Fund and administrative expenses of the Claims Division, as well as other special problems. In conclusion, he stated:

"The Division's work involves contacts with cannery, claimants, retailers, wholesalers, brokers and attorneys who may be acting for any of these parties, as well as attorneys employed by the Association in various localities throughout the country. In addition, there are occasional contacts with Government agencies, Federal, State and Municipal, including the U. S. Food and Drug Administration, the Meat Inspection Division, U. S. Department of Agriculture, and Seafood Inspection Service. There are also contacts with certain universities, with particular reference to their scientific personnel and laboratories; with courts, including judges, court attaches, jurors, etc.; with hospitals, and with physicians and dentists in various localities, including claimants' attending physicians and dentists and those who may testify at trials as expert witnesses for either party; and with container manufacturing companies, as well as their trade associa-

tions and other trade associations connected with the canning industry.

"All of these contacts originate from problems or controversies involving canned foods and in most instances the fundamental question in issue is the wholesomeness of a particular canned food. Those with whom such contacts are made necessarily become familiar, to a certain extent at least, with the Association's various activities, including particularly its efforts in the field of maintaining and improving the quality and wholesomeness of the industry's products and in combatting unwarranted claims involving these products.

"Numerous contacts are made with the general public, certain Government agencies, industry organizations, etc., all of which involve problems relative to canned foods, particularly their quality and wholesomeness. These factors are constantly being emphasized in the conduct of the Division's work and it seems a fair conclusion that public confidence in canned foods is thereby strengthened, leading to greater consumer acceptance of the industry's products."

Corn Borer Control Meeting

(Concluded from page 123)

port discussing how to organize a field control program, the use of application equipment, both ground- and air-borne, and factory control measures was prepared.

The complete report is being mailed to all those who attended the conference. Additional copies are available and will be furnished on request directed to the Association's Raw Products Bureau.

TABLE OF CONTENTS

	PAGE		PAGE
Raw Products		Nutrition publicity	124
Corn borer control meeting attended by over 100 persons	123	NARGUS recipe book series	124
FDA issues warning on use of lithium chloride	123	Statistics	
"Research Notes" issued	123	Canned foods consumption	125
Radioactive materials tested	127	1948 tomato pulp pack	125
Farm income in 1948	127	1948 chili sauce pack	125
Meetings		January canned meat pack	125
N. C. A. claims service explained to Canadians	123	1948 canned tomato pack by States and can sizes	125
Cannery will participate in NFBA convention event	124	Death	
Conference on packaging	124	Neal S. Sells dies	126
Forthcoming meetings	125	Taxes	
Reorganization		Cannery receiving tax forms from New York City collector	127
USDA would administer U. S. food standards laws under reorganization proposed by Hoover Commission	123	Convention	
Publicity		1949 convention attendance records compiled by C.M.&S.A.	127
N. C. A. public relations	124	Personnel	
Canned foods price publicity	124	New association members	127
Canned cherries highlighted in <i>The Southern Planter</i>	124	Standards	
		Meeting of asparagus cannery	128
		PMA carrot standards	128
		PMA standards for jams	128